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AUTHOR Padovano, Kathryn
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ABSTRACT

This paper describes the proposed Masters of Arts degree in Arts Administration for Dowling College, a liberal arts college in Oakdale, New York. The purpose of the Masters of Arts degree in Arts Administration is to train art professionals to become administrative leaders in arts organization such as museums and other fine arts organizations. The proposed program provides art, history, sciences, education and business students with graduate course work and internship experience needed to become arts administration leaders. Similar programs in other institutions are discussed briefly. The internship portion of the program is unique with students spending five weeks at a museum, three weeks at a music institute, and three weeks at a historical museum site. The program is shared by the School of Education, the School of Business, and the School of Arts and Sciences: The Dowling Collaborative Model. The collaboration allows all schools to be partners in the development of potential arts administrators and to provide areas of expertise. Course requirements are listed. (EH)

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Kathryn
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The Role of the Liberal Arts in the Education of Arts Administrators

by

Kathryn Padovano, Ph.D.

Dowling College

Tenth Annual National Conference on

Liberal Arts and the Education of Artists

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SO 028 471

The Role of the Liberal Arts in the Education of

Arts Administrators

I am here today to talk to you about Dowling's proposal for the Masters of Arts degree in Arts Administration. I hope you will find the program interesting and unique. As most of you would agree, the Arts are a powerful approach for learning whether it be in a formal instructional setting, or in an informal setting. The process of learning art becomes the significant component, especially as it relates to liberal arts and the education of artists. My goal today is to discuss this program and outline its main components, its uniqueness, and to discuss the collaborative approach that was taken in the development of this program. You may also find some of the uniqueness helpful in your own curricula development. A discussion of the collaborative approach to partnering with other schools is an important part of this particular program development. The best curricula and program development always risks failure if one allows politics, miscommunication or general misunderstanding to detract from the ultimate goal.

The Dowling College proposed Masters of Arts Degree in Arts Administration has been developed in an effort to train art professionals to become administration leaders in arts organizations. It seeks to train art professionals to become effective leaders in museum administration and fine Administration.

The Arts Administration program provides an orientation to the responsibilities of an arts administrator and helps to prepare students to meet those responsibilities by familiarizing them with sound research, theory and practice. The program has been developed with the advice of a consortium of arts professionals drawn from the private and public sectors as well as the Dowling College Arts and Sciences, Business, and Education faculty.

The goals of the Arts Administration Program are to prepare arts administrators who are:

- Knowledgeable in arts trends with the ability to evaluate new trends and proposals and to effect their implementations.
- Able to set standards of excellence in the education of the public emphasizing goals and outcomes.
- Able to define the genuine uniqueness of arts institutions as educational resources which differ from other educational and cultural institutions within communities.
- Knowledgeable in the business of art through a variety of techniques and skills that are acquired through art and management.
- Experts in the field of the arts: fine arts, and performing arts.
- Able to assume substantial responsibilities in arts organizations in the areas of publicity, fund raising and development, marketing, planning, financial management, organizational behavior and overall general management.

The Arts Administration curricula are responsive to current thinking about the preparation and role of arts administrators. Their basic goal is to prepare professional administrators who are not simply efficient managers but are effective leaders. The program will, therefore, provide participants with a thorough orientation to the responsibilities of an arts administrator. Additionally, they stress the role of administrative leadership and the concept of fostering excellence.

The College already offers a Bachelor of Arts in Music, a Bachelor of Arts in Visual Arts and a Bachelor of Arts in Speech and Dramatic Art which provide a sound basis for a graduate level Art Administration Degree Program. The potential clientele for the Arts Administration Masters Degree Program are the liberal arts, business and education majors currently enrolled in undergraduate programs in the metropolitan area.

At present, New York State's Arts Institutes, Museums and Museum Art Centers number approximately 545. The metropolitan area alone has 150 museums and 23 art galleries, not including college galleries. Long Island alone has 56 museums and 5 arts galleries in both Suffolk and Nassau counties. Dowling's Masters Degree in Arts Administration will provide art, history, sciences, education and business students with graduate course work and internship experience needed to become an Arts Administration leader.

The field of arts administration - the management of arts organizations - is one that has caused some controversy for many Americans interested in the Arts and their enhancement. It is not my intention to discuss the controversial issues concerning the arts and their importance in society or even the study of Arts Education and School Reform. It is simply to discuss the program development and its potential impact on Art Administration. Let us assume that good arts educators and good Arts Administrators have the capability of achieving the highest quality programs. Where are some of these high-quality programs and what are they offering to students?

The University of Wisconsin at Madison-Bolz Center for Arts Administration offers a two year, multi-disciplinary master's degree in Business which combines course work in business, Arts Administration, distinguished guest speakers, and work experience.

The University of Oregon offers partnerships that allow students experience in museum management, community arts management, and performing arts management. Part of the program is housed in the School of Architecture and Allied Arts and the faculty is drawn from various university programs. Public Policy and Management, Music, Law, Art History, Anthropology, Business and the professional arts management community.

SUNY at Binghamton has an MBA in Arts Administration which is a two-year graduate program. The curriculum includes a core MBA program with specially designed courses in the philosophy and practice of arts management.

Brooklyn College has an MFA Program in Performing Arts Management which offers more fieldwork than any other comparable program. There are 60 semester hours of coursework required over the two-year program.

By viewing other institutions' program, successes and contributions, we not only stimulate our own growth and thinking, but we give ourselves a very necessary overview. One cannot offer a quality arts education program in a vacuum. We need to look at some common qualities that exist amongst all strong programs and note each programs' uniqueness. The uniqueness of Dowling's Arts Administration program is specifically our mentoring component, the internship and the collaborative approach.

Dowling's Internship program is somewhat unique in that the internship is broken up into segments. Students spend five weeks at a museum, three weeks at a music institute, and three weeks at a historical museum site. This allows the students a variety of choices and eventually helps the students in determining a career focus.

Dowling's Arts Administration program is a shared program between the School of Education, the School of Business and the School of Arts and Sciences. The Dowling College Collaborative Model. This enables all schools to become partners in the development of potential arts administrators and to provide several areas of expertise.

The following is a listing of the curricula requirements for the Masters of Arts degree:

THE MASTERS OF ARTS IN ARTS ADMINISTRATION CURRICULA:

	COURSE REQUIREMENTS	CREDITS
ART 301	Foundations of Arts Administration	3
ART 307	Arts: Study Abroad I (elective)	3
ART 308	Arts: Study Abroad II (elective)	3
ART 302	Museum Exhibition and Research in the Arts	3
ART 303	Public Relations in the Arts	3
ART 304	Fund Raising and Development in the Arts	3
ART 309	Art History I (elective)	3
ART 310	Art History II (elective)	3
ART 311	Art Studio Series (elective)	3
ART 305	Internship I	3
ART 306	Internship II (elective)	3
ART 312	Thesis	3
BUS 301	Management and Organization Theory	3
BUS 242	Fund Accounting	3
BUS 345	International Business Environments and Operations	3
BUS 374	Executive Development	3
EDU 395	Methods of Teaching Arts in Education (elective)	3
EDU 396	Arts/Museum Education	3
EDU 701	Educational Administration	3

The importance of communication and the politics of creating a program needs to be emphasized. The political workings of the Dowling Program involved three schools within the college working on one degree program. Some of the very basic questions that arose. What combined curricula would be most beneficial to students? How can one offer a 36-40 credit masters degree program and focus on the most important aspects of Arts Administration as a discipline area? Who will assume the major responsibility for the program?

The first step in establishing a program such as this is to look at your existing courses. What are the strengths and weakness of those courses?, Can some existing courses be introduced into the new degree? What new curriculum needs to be developed? Meeting with arts professors to establish an understanding of mission and philosophy is very important. After a period of time, it was decided the School of Arts and Science's Visual and Performing Arts Department would take the responsibility for developing and implementing the program. The final degree program has changed significantly in that the arts department developed additional tracks of study for all dramatic arts, musical arts, and visual arts areas. Although the curricula has changed, the purpose and goals have remained the same: to offer a quality Arts Administration Program.

All arts educators and arts administrators need to look at the commonalties within some of the programs mentioned previously. A strong foundation and curricula based on knowledge and practicality are important and most would agree that the need for strong leadership skills is imperative. These leadership skills can be developed and implemented in programs such as the ones mentioned. Excellence in education and excellence in the arts go hand and hand. The concept of the arts humanizing the curriculum are a powerful means to improve education and tend to place the arts administrator in a more prominent and public arena to direct, reinforce and foster the importance of cultural values. There is a need for strong art administration programs that point to these issues and address the needs of today's arts administrator.

Dowling is a liberal arts college located in Oakdale, N.Y. Oakdale is 50 miles east of mid-town Manhattan on Long Island's South Shore. We enroll 6,000 students and offer undergraduate programs, eleven masters degree programs, five post masters certificates and three professional degree programs. The School of Education is presently the largest school at Dowling with an enrollment of 2,400 students. We have recently proposed a doctorate in Educational Administration and are awaiting final approval from the Board of Regents.

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